

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: ***Docket No. MB-02-235***

Dear Mr. Chairman:

My name is Gabriela Lomónaco. I work with the Hispanic community as an Outreach Specialist and Educator for a non-profit agency, and I am an independent community activist too. I am writing regarding the Commission's review of the proposed merger between Univision communications Inc. and Hispanic Broadcasting Corporation (HBC).

As a member of the Hispanic community, I am confident that this merger will create a media organization better poised to serve our community and to compete against America's media conglomerates for the growing Hispanic audience.

The combined efforts of Univision and HBC should be viewed as a significant opportunity for Hispanics in the media and for the Hispanic community as a whole for the following reasons:

1) The Merger will promote growth of Hispanic radio and television job opportunities for Hispanics. The histories of both Univision and HBC are of growth, not constriction or consolidation.

Continued growth of the radio and television businesses of Univision and HBC, will therefore mean growth in media opportunities for Hispanics. In the case of each Univision and HBC, I am aware that more than 80% of the work force is Hispanic and that is expected to continue after the proposed merger. Hispanics are employed across the entire field of employment opportunities at Univision. In fact, 50% of the Univision Board and 65% of operating management are Hispanic. And over 130 Hispanic women hold management positions. This is a reality made possible thanks to Univision conscious design to seek out Hispanic talent for management positions.

2) New capital investments will be attracted to Hispanic media resulting in increased competition and greater management and ownership opportunities for Hispanics. Major investors are increasingly interested in supporting entrepreneurs already engaged in considering entering the Hispanic media business. The Merger will serve to increase the interest of investors and of other capital suppliers, thus resulting in the development of new Hispanic radio and television stations and networks. Those stations and networks will need Hispanic leadership and talent to thrive.

The growth of Univision and its policies of training and promoting Hispanics have created a significant base of Hispanics who now have the expertise to own and operate a broadcast station or network. And, as a result of the pioneering work of Univision and companies like HBC to raise the visibility of Spanish-language media, the Hispanic broadcast talent base now has access to financing sources and advertising sources that would have been unimaginable only a few short years ago.

Regarding the growth of Spanish-language media, I would also like to make another point: The suggestions that this industry be segregated from other media would be a huge step backward in the evolution and success already achieved. Furthermore, it is an affront to all Hispanics to suggest that the media that serves this community could be considered substandard or different from its general market competitors.

3) I believe that combining the resources of Univision and HBC will result in enhanced services to the Hispanic community as well as significant strengthening and growth of the media services available to this community. Adding radio to Univision's television offering will only enhance and deepen the relationship the company has with our community. I have personally worked with the local Univision affiliate, KUVN TV (Univision 23) and with the "Nuestra Vida" campaign on many occasions and truly appreciate that station's commitment to the betterment of our community. I am particularly grateful for the many service announcements broadcast on their air as well as the indispensable information provided on their website.

In light of the substantial benefits arising to the Hispanic community from the proposed merger of Univision and HBC, I ask that this proposed transaction receive all due consideration as promptly as possible in order to make these benefits to the public a reality.

Sincerely

Gabriela Lomónaco
Community Educator
Dallas/Fort Worth